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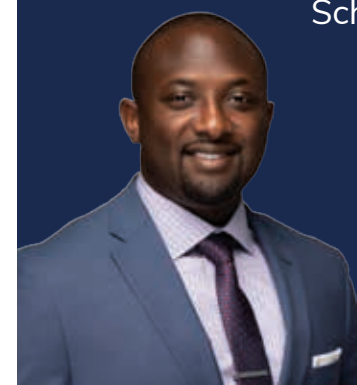
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If you are interested in nominating REALTORS® to be featured in the magazine, please email [Wendy@KristinBrindley.com](mailto:Wendy@KristinBrindley.com).

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►► publisher's note

Stepping into

# SPRING

*Dear Real Producers of Charlotte,*

As spring blooms, we find ourselves in a season of new growth amid the warmer weather. When I think of spring, I'm reminded of the timeless expression "Carpe diem" — seize the day!

The spring market is also well underway and what an exciting time for our industry! This busy period requires us to put our best foot forward with every client. Despite the challenges of continued low inventory and rising interest rates seen in many places around the country, here in Charlotte, we witness home values still on the rise and sales remaining robust. There's ample opportunity for Real Producers who hustle and stay focused.

Likewise, our platform is a celebration of the excellence that our amazing community exhibits day after day. At *Real Producers*, we strive to embody this mindset — always forward-thinking and moving to seize the day. All success requires is the recognition of opportunity meeting decisive action!

Speaking of recognizing opportunity, our "Best Year Ever" virtual event is coming up soon with Hal Elrod on April 18th. You should've received your exclusive invitation by now; if not, please reach out because

*trust me*, you won't want to miss this Zoom! And be sure to RSVP for some serious fun when we host our Sip into Summer Wine Tasting event on June 18th!

Looking ahead, we also have many more incredible feature stories to share, showcasing inspiring agents and partners impacting our industry. And last but not least, a BIG *Charlotte Real Producers* welcome to our newest preferred partner, **Jordy Luxe Transactions!** We're thrilled to have you aboard!

I encourage you all to embrace this season of renewal with extra pep in your step, and let's "carpe diem" in our own lives and businesses!!



With gratitude,

**Kristin Brindley**  
Owner/Publisher  
Charlotte Real Producers  
313-971-8312  
Kristin@kristinbrindley.com

## FOOD FOR THOUGHT

As we enter the spring market, what seeds of opportunity will you plant in your real estate endeavors?

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# TO EMOJI,

# OR NOT TO EMOJI?

» your social media

By Mike Baker

In the bustling world of Facebook, where millions of posts and comments vie for attention every day, standing out is paramount. Emojis, those colorful and expressive icons, have emerged as a secret weapon for boosting visibility and engagement in this crowded digital space. The importance of incorporating emojis into your Facebook arsenal cannot be overstated, as their strategic use can transform the way audiences interact with content.

#### The Evidence

Research conducted by Echobox on nearly five million Facebook posts revealed that posts incorporating at least one emoji garnered 29 percent more page views than their emoji-less counterparts. This suggests that the inclusion of emojis

not only captures the attention of users but also encourages them to engage more deeply with the content.

However, the study also hints at a “less is more” approach, indicating that a single, well-chosen emoji can be more impactful than a slew of them.

#### Increased Engagement

By encouraging responses through emojis, brands can engage their audience in a more interactive and fun way, adding depth and personality to their digital presence. This approach not only makes the brand more relatable but also increases the likelihood of engagement, as it invites users to express themselves in a simple and enjoyable manner.

Emojis also have a significant impact on advertising effectiveness. Ad campaigns that feature emojis in their headlines have been shown to experience a staggering 241 percent increase in click-through rates. This demonstrates the power of emojis to make ads more eye-catching and engaging, leading to better campaign performance.

In essence, the strategic use of emojis in Facebook posts and comments can be a game changer for brands looking to enhance their digital engagement. By choosing emojis that align with their audience’s preferences and brand identity, companies can increase the visibility of their content, encourage interactions, and ultimately stand out in the vast sea of Facebook.



Mike Baker is owner and founder of Your Social Liaison. To learn more, call Mike Baker at (518) 669-1462, email [YourSocialLiaison@gmail.com](mailto:YourSocialLiaison@gmail.com), or visit [Facebook.com/YourSocialLiaison](https://Facebook.com/YourSocialLiaison).



▶▶ partner spotlight



COSTNER  
A



# COSTNER LAW OFFICE

PRIORITIZING A PERSONAL APPROACH

Photos by Don Elrod

Costner Law Office, PLLC, and its team have set a benchmark in the industry by combining expertise with a commitment to people. Founded in 2009 by attorney Josh Costner, Costner Law Office has become a regional powerhouse with 17 offices across the Southeast. With 80 dedicated real estate professionals, the firm and its sister company, Ark Title, handle transactions across multiple states.

While Costner Law Office boasts a significant presence, the branch division offers a boutique approach, ensuring personalized service for residential resale transactions. Strategically positioned in smaller locales within the greater Charlotte Metro area, the branch offices provide convenience and foster intimate environments. This setup enables the branch staff to prioritize relationships, communication, and accessibility, recognizing home-buying is not just transactional, it is a truly relational experience.

“Our branch division was created because purchasing a home is anything but cold and impersonal, so the closing experience should not feel that way either,” explains Allison Hurst, director of branch development at the firm.

#### Meet the Professionals at Costner Law Office

With law offices strategically spread across the University Area, South Charlotte, Belmont, Concord, Mooresville, and Indian Trail, Costner Law is committed to accessibility. The firm is a powerhouse of dedicated individuals committed to ensuring a seamless client experience.



Allison Hurst is the director of branch development at Costner Law Office.





**Allison Hurst**

“I have been with Costner Law for a little over 10 years,” Allison shares. “As the current director of branch development, this is by far my favorite

role yet. I love being able to help the branch attorneys serve their clients and customers, and grow their branches.”

Married for 16 years, Allison and husband Russell enjoy game nights, Legos, playing with their two corgis, and travel — especially if it involves a cruise. Inspired by the book, “Kind Is the New Classy,” Allison values small acts of kindness in a fast-paced world. She dedicates her time outside work volunteering with Hometown Heroes, supporting families of children with cancer.



**Ashley Cameron**

As managing attorney of the Belmont branch, Ashley Cameron remains committed to values.

“I pride myself on great communication and feel it is the hallmark of a great closing attorney,” she points out. “We strive to be a supportive firm with easy access for the clients and I love to get people to the closing table and see the happiness of new buyers.”

Ashley is not just a closing attorney; she’s an example of communication and unending support for her clients. With a passion for painting and a love for spending time with her husband and two daughters, Ashley understands the importance of balance and connection in work and life.

To connect with Ashley Cameron and her Belmont team, call or text (704)779-2636 or email her at [Ashley.Cameron@closource.com](mailto:Ashley.Cameron@closource.com).



**Brad Maxwell**

Managing attorney of the South Charlotte branch, Brad Maxwell is a man of integrity and commitment in his personal and professional endeavors. With

a deep-rooted belief in quality over quantity, he strives to provide exceptional service to each of his clients, ensuring they feel valued and supported throughout the process.

“Whether it’s answering difficult legal questions, accurately managing their expectations, or simply being responsive to emails and phone calls — I want my clients to know they aren’t just another file in the stack,” Brad affirms.

In his down time, Brad finds joy in running, gardening, hanging out with his 14-year-old Lab mix, and spending time with family in the area. As he looks toward the future, Brad remains dedicated to upholding his principles.

To connect with Brad Maxwell and his South Charlotte team, call (704)900-1133 or email him at [brad.maxwell@closource.com](mailto:brad.maxwell@closource.com).



**Michelle Wine**

For managing attorney of the Concord branch, Michelle Wine, real estate isn’t just about buying and selling properties; it’s about understanding

the emotions and stories behind each transaction. As a devoted mother of four and partner to Anthony, Michelle knows the value of empathy and

compassion in her work managing the Concord branch office.

“I enjoy real estate law and foresee myself doing this for a long time,” Michelle smiles. “I have been a practicing real estate attorney for almost 10 years and look forward to continuing to grow my clientele and providing exceptional service to them.”

Away from the office, Michelle looks forward to spending quality time outdoors with her family, enjoying simple pleasures like hiking and exploring new places.

To connect with Michelle and her Concord team, call or text (980)228-7141 or email her at [Michelle.Wine@closource.com](mailto:Michelle.Wine@closource.com).



**Nikalas Burton**

New managing attorney for Costner’s Indian Trail branch, Nikalas Burton brings a sense of warmth and dedication to his work and under-

stands the importance of family in both his personal and professional life.

“Seeing people on one of the happiest days of their lives is what I find most fulfilling,” Nikalas offers. “Many first-time homebuyers are excited to take this big step in life, and it brings me great joy to be a part of it.”

With a loving wife, Mona, and a daughter, and soon to be joined by a baby boy, family time is sacred for Nikalas. Whether exploring the vibrant Charlotte area with his loved ones or simply enjoying the company of their dog and two cats, Nikalas cherishes every moment.

To connect with Nikalas and his Indian Trail team, call or text (704) 803-2586 or email him at [nikalas.burton@closource.com](mailto:nikalas.burton@closource.com).



From left to right: Nikalas Burton, Ashley Cameron, Allison Hurst, Michelle Wine, Brad Maxwell

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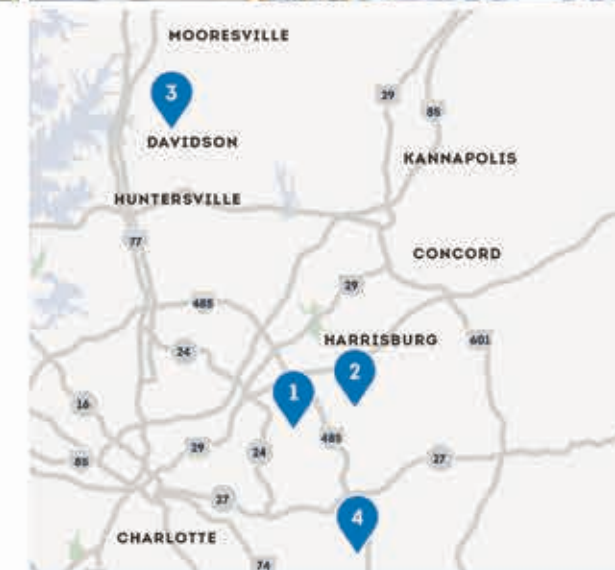
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# KIRSTAN

HAMILTON

▶ rising star

Photos by Don Elrod

## Navigating Real Estate with Wit and Wisdom

The real estate industry is usually perceived as serious and complex, but Kirstan Hamilton, a REALTOR® at Coldwell Banker Realty, will change your perception towards it. She is a whimsical, fun-loving individual who can turn any mundane moment into a burst of happiness. With a humor that is both clever and light-hearted, Kirstan has the magical ability to lift everyone's spirits.

### Finding Home

Kirstan's life has been all about moving to many different places. She was born in Oregon and traveled the United States as her father's career dictated.

"My dad was the national sales manager for a company for many years, and we moved often," she shares. "I grew up in Southern California, then moved to the rolling hills of Brentwood, Tennessee, and later, to the coastal charm of San Diego, finally anchoring here in Charlotte."

Before becoming a real estate agent under Carolinas Real Estate Partners, Kirstan was dedicated to teaching elementary education. Although noble, teaching often demanded more than it gave back. The turning point came with the upheaval caused by the global pandemic, prompting Kirstan to change her career.

"Having two kids at home learning online, plus having my class of more than 20 students, did me in," Kirstan remarks. "And I've always had an interest in real estate and had referred enough clients out to friends that I thought, why not?"

Additionally, Kirstan's move into real estate is closely tied to her dreams and goals, and she openly admits that financial security is a significant factor. Real estate has become a way for Kirstan to ease some of the financial burdens, allowing her to help her husband.

### Making the Leap

Kirstan started her real estate journey in 2022 and has been making waves ever since. Her impressive stats speak volumes — over \$5 million in her debut year, followed by \$3 million in transactions the following year.

This year is already shaping up to be exceptionally strong, with a projected volume of \$7 million. Adding to her achievement, Kirstan bagged the coveted Rookie of the Year award in 2022, triumphing over competitors across North and South Carolina offices. It clearly shows her hard work and success in the real estate game.

It's not just the sales and award that highlight Kirstan's talent; it's her people skills, willingness to handle a wide range of real estate transactions, and acceptance of her shortcomings.

"My advice to new Realtors is to identify your most significant weakness — the task you truly dislike," Kirstan urges. "Pinpoint the element that hinders your progress and prevents you from showcasing your strengths. Once you've recognized this aspect, enlist someone to handle that specific job (for me, it's Kimberly Patino my transaction coordinator). It can make a world of difference in your business."

### Family Ties and Off-duty Joys

Kirstan, married to Eryck for 22 years, shares a life molded by joy and loss. Their story began at a Chili's, where the two were coworkers. Their early years together were marked by the heartache of losing twin boys 17 years ago. Today, they find joy in their 16-year-old daughter, Grace, and 14-year-old son, Hayes. Pets are part of the equation, too, with a micro-mini goldendoodle named Ouiser Boudreaux.



Natalie Jinks, Kim Grace, ME, Tiffany Schnur, Heather Taylor & TJ Allen of The Coldwell Banker Realty Team





Away from the world of real estate, Kirstan's time revolves around being the uncredited Uber driver for her children. Balancing sports and teenage social lives, she humorously anticipates the day Grace takes on some chauffeuring duties. Moreover, amidst the hustle, she finds peace in books.

"I will say that one of my favorite hobbies is reading. My book club has been together for over 20 years and is still going strong. And no, we don't always discuss the book," she quips.

Furthermore, when Kirstan is not working, she gives back to the community. Engaged with The Charity League of Charlotte and Go Jen Go, a local breast cancer foundation, she aligns her love of teaching with charitable endeavors.

"I have been on and off the board for The Charity League of Charlotte. It's Charlotte's oldest all-female, all-volunteer nonprofit. We work with Title I schools here in CMS, so it aligns perfectly with my love of teaching," she proudly shares.

**Looking Ahead**

Kirstan's goals are continued growth, learning, and injecting as much fun as possible into her work.

"My long-term goal is to stash enough money away so that my retirement day and my funeral aren't held on the same day," she humorously shares.

Kirstan's outlook is not just about financial success but also about ensuring a well-balanced and

fulfilling life. Her passion lies in assisting people during significant and often stressful moments..

"I love the money from this job, but I also love helping people during one of the most stressful and largest purchases of their life," Kirstan explains. "I love inserting as much humor as possible to help alleviate even the tiniest bit of stress I can for my clients, as well as being able and open to help any client that comes my way.

"As a teacher, you can't turn a student away from your classroom; you do your best to find a way to reach them. I keep this mentality for my clients as well. You never know what someone is going through. Having the skills to adapt to best serve my clients is one that I am grateful for," she concludes.

“  
I love the money from this job, but I also love helping people during one of the most stressful and largest purchases of their life.  
”



Rising Star Kirstan Hamilton is a Realtor with Coldwell Banker Realty.



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# TIFFANY WHITE



Photos by Don Elrod

## ALWAYS A TOP PERFORMER

Tiffany White, or Tiff as she more commonly is called, a standout REALTOR® under Corcoran HM Properties, is revolutionizing the industry with a distinctive work ethic shaped by her dual career journey.

A former Division 1 collegiate athlete, US National Team Member, and professional athlete, Tiffany embodies passion, discipline, resilience, and adaptability, traits that set her apart. Also, her time as a teacher has cultivated patience, empathy, and a love for continuous learning.

### Charting a Diverse Course

Originally from Hershey, Pennsylvania, Tiffany's journey unfolds as a narrative shaped by diverse experiences. Initially a nationally ranked gymnast at the age of 13 and making the seamless transition to springboard and platform diving in high school, she was recruited by one of the top collegiate Diving programs in the country, the University of Miami. Thriving in the sports world by making the US National Diving Team and armed with a dual major in communications and political science, Tiffany initially set her sights on a sports broadcasting career, interning at an ABC affiliate in Miami and landing an internship with CNN Sports in Atlanta after graduation.

"After college, I thought I would be the next big broadcaster. I went to CNN for an internship but, unfortunately, quickly learned that is not what I wanted to do," Tiffany recalls. "I was devastated. But miraculously, my agent from Miami contacted me and said there was an opportunity to work with the Cirque du Soleil. They were starting a new water show in Las Vegas but wanted me to get some training in performance and entertainment in shows in China first. I was 21 years old and had nothing to lose, so I moved to China and trained in trapeze, bungee, and high diving while performing in shows. I even learned about a "fire dive," where you are set on fire while performing a dive! Crazy, I know!" Tiffany notes.

"After about six months, they flew me back to Atlanta to perform in the closing ceremonies for the Olympics," she continues. "I made a stupid mistake and broke





my leg in three spots. It was pretty serious, and I took it as a sign. I decided to move to California to be with my sister and start a new career in teaching. My mom and sister were both long-time teachers, and they loved it!”

Transitioning from the dazzling lights of performance to the structured classroom environment, Tiffany found herself loving being an educator, instilling a penchant for detail and organizational finesse. After years of teaching, her father’s deeply rooted endeavors in real estate investments sparked her interest in the industry. Inspired by her father’s commercial and residential property ventures, Tiffany was excited to dive into real estate herself, seeking a shift from the confines of teaching to the dynamic scene of client interaction.

“My transition to real estate was so natural; I just felt that after teaching so long, something new and different was calling me. While I loved working with children, being in a classroom for eight hours daily was starting to get tricky. I felt the need to branch out and start helping families buy and sell real estate, something I knew I could do. I was ready for a life change,” Tiffany shares.

**A Rewarding Shift**

Tiffany’s shift to real estate has been fruitful since she started in 2000. Her stats prove it. In 2022, her year-end

volume at Corcoran HM Properties was \$30 million; in 2023, as an individual agent, it was \$25 million.

Tiffany credits her background as a disciplined athlete and organized teacher for her consistent success in the industry. After 23 years in the business, she also offers plenty of sound advice.

“Be curious and keep learning - keep up with articles, go to inspections, ask questions to the more seasoned agents, and always strive to do what’s best for your clients,” Tiffany imparts. “But there’s not one definitive way to do it. That’s what’s so wonderful. And real estate is an industry that gives back. I feel rewarded daily by becoming a part of my clients’ lives. I’m invited to my clients’ weddings, birthday parties, and children’s events. It’s an awesome feeling.”

**Beyond Real Estate**

Tiffany is not just a real estate maven but a devoted mother and advocate for family adventures. Her son, Kade (21), and daughter, Kenna (18), form the heart of her family. Additionally, they share space with their three rescue dogs, Luna, Ozzy, and May. Kade and Kenna have been standout athletes in high school, and Kenna has committed to playing field hockey in college. Together, they share a passion for athletics, travel, and history. Their journeys extend beyond leisure, often doubling as educational



Top performer Tiffany White is a Realtor with Corcoran HM Properties.

experiences, with memorable trips to 31 states and five countries.

But even with her busy real estate career and family travel, Tiff finds time for herself. “In my free time, I enjoy Pilates and exploring local activities. I’m a sucker for seasonal delights like corn mazes and ice skating. I truly love exploring all around Charlotte and South Carolina. I’m rarely home; usually, I’m on the move,” she narrates.

Additionally, Tiff enjoys giving back to the community. At Providence Day School, her daughter’s school, she has been on the Athletic Club Executive Board for seven years and has served as the President for two of those years. “We’re a family of athletes, and I love supporting kids and education, so volunteering at PDS has been just awesome. I’ve met many like-minded people through the Charger Club—it’s been a blessing!” She reveals.

With her balanced outlook, Tiff looks forward to the future positively. She envisions a continuous journey of helping her clients smoothly navigate through crucial life moments. Her highest hope is to continue where she is, keeping the momentum alive within an awesome industry she loves. For Tiff, the essence lies in perpetuating the ability to forge remarkable experiences, memories, and relationships.



“Be curious and keep learning - keep up with marketing trends and best practices, go to inspections, ask questions to the more seasoned agents, and always strive to do what’s best for your clients.”

”



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in with her husband, Charlie, and their golden retriever, Heston.

“I love the opportunities real estate provides for growth and learning. That, coupled with Lodestone's incredible team and clients, still gets me excited to get up and get to work each day.”

and impressive statistics and authentic efforts, Ali says shift from fundraising to real estate wasn't merely a career change; it embodied a lifelong passion for homes and investments. She opens Lodestone's new 'side' program, she continues define success in the industry, credited to be launching idea, a consulting and marketing vision of Lodestone that I know help agents — both new and seasoned — hit the easy button run their business rather than musing them,” Ali smiles.

2024

**Work-Life Balance**  
Ali is a big fan of the word “layering.” She's learned to layer her professional life with her personal life to create more flow and time for her family. With a blend of adventure, love, and a fluffy golden retriever named Heston, Ali and her husband, Charlie, share a passion for exploring new places, tennis, entertaining friends and family, and enjoying a glass of wine on their front porch swing. Nestled in their 1905 bungalow in Dilworth, the couple enjoys renovating bit by bit, turning their house into a home.

“Charlie and I love spending time with our families,” Ali adds, “whether heading to Maine each summer to visit Charlie's family to take in the cool salt air and sunbathing or visiting my family off the coast of New Jersey and soaking up every minute with our niece and nephew, my Nugget and Sweetpeas. They are my ‘whys,’ and I love every moment we get with them.”

**Glimpsing the Future**  
As Ali approaches 40 this year, she is looking forward to more family travel adventures, better self-care, and professional growth through Lodestone's continued

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success and the launch of Reside. “I love the opportunities real estate provides for growth and learning. That, coupled with Lodestone's incredible team and clients, still gets me excited to get up and get to work each day. In my 40s, I am focusing on listening to my body more,” Ali shares.

“At the end of the year, after several years of chronic illness, I finally took time to get answers and was diagnosed with Common Variable Immune Deficiency. I had to take a step back for a few months and undergo intensive treatments to get back to a ‘normal’ place of functioning. As an autoimmune, COVID will be with me for the rest of my life. I'm choosing to accept it as the universe's way of telling me to stop and take a breath. It forced me to truly take a look at what I was doing and where my focus was, and re-prioritize.”

Ali shares that her health challenge also pushed her to launch Reside. She and her team want to help other agents understand how important it is to put their health and well-being above all else. They want to share how systems, manageable expectations, and the right support can be put in place to provide better balance.

Along with personal wellness, Ali has set her sights on her next milestones — her goal to expand Lodestone's presence to all 50 states by age 50. She wants to influence other agents about the importance of health and well-being and how it needs to go hand-in-hand with professional success. With the continued support of her family and her team, she knows it's a goal well within reach.

For more information about Reside, email Susan Walsh at [susan@thelodestone.com](mailto:susan@thelodestone.com)



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*“I was referred to Pete by my realtor and he did not disappoint. He and his assistant did a thorough walkthrough of my home prior to the drywall phase and they caught some inconsistencies. These were brought to the attention of the builder (and corrected). Would definitely use NPI again.” - Renee C.*

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